



2010 CENSUS: IT'S IN OUR HANDS

What Businesses Need to Know about the 2010 Census

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. Businesses can fulfill a valuable civic duty by partnering with the U.S. Census Bureau to ignite participation in this monumental event. As a trusted business leader in your community, you can help educate your customers about the importance of completing and returning their census questionnaires—to ensure no one is left uncounted. **Achieving a complete and accurate 2010 Census is in our hands.**

The Census: A Snapshot

- ▲ The U.S. Constitution requires a national census once every 10 years.
- ▲ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▲ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

It's in Our Hands: Your Participation in the 2010 Census Matters

- ▲ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▲ Businesses and corporations rely on accurate census data for locating new businesses, marketing and recruitment of employees.
- ▲ Census data guide local decision-makers in planning where to build new hospitals, roads, schools and other community facilities.
- ▲ Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.

Completing the 2010 Census Questionnaire: Simple and Safe

- ▲ The 2010 Census questionnaire asks only a few simple questions of each person—name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.
- ▲ The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.

www.census.gov/2010census



2010 CENSUS: *Frequently Asked Questions*

Why should everyone participate in the 2010 Census?

Census data shape the future of your community and define your voice in Congress.

- ▲ Census information helps businesses make informed operational and marketing decisions. It helps community leaders determine locations for new schools, roads, hospitals, child-care centers and more.
- ▲ Census data help direct federal and state funding, strengthening communities in need. A stronger local economy benefits your business by making it easier to attract employees and sell your products and services.
- ▲ The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.

How will the 2010 Census differ from previous census efforts?

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

Will the information the Census Bureau collects remain confidential?

Yes. Every Census Bureau worker takes an oath for life to protect the confidentiality of census responses. Violation would result in a jail term of up to five years and/or fine of up to \$250,000. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies.

Why are businesses such important partners in the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including businesses, state and local governments, community- and faith-based organizations, schools, media and others. Through partnerships, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone. Businesses can convey the importance of completing the census to customers, including those isolated by language or geography. For example, you can communicate census messages in newsletters, building lobbies and online, sponsor census events, and develop targeted materials for census promotion.

2010 Census Timeline: Key Dates

Fall 2008	Recruitment begins for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address list nationwide.
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February - March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.

For more information about the 2010 Census, please go to www.census.gov/2010census.